

C4D CAMPAIGN IN EL SALVADOR

WHAT IS C4D?

IOM, through the Regional Migration Program: Mesoamerica-The Caribbean, implements a Communication for Development campaign in communities of origin, transit and destination of migrants. The goal is to generate participatory processes in which communication tools and activities are used to promote behavioral changes that drive social development.

KEY MESSAGE

**CONNECT
WITH YOUR
FUTURE**

Inform yourself by entering
MIGRANTINFO.IOM.INT/SV

Or approach an informational point

**CALL
TO ACTION**

FIRST STEPS



ANALYSIS

Prior consultations and a base investigation with **556 surveys** were conducted in Ahuachapán.

STRATEGIC DESIGN

The strategic design was built in conjunction with over **25 local partners**.

DEVELOPMENT

Product development was carried out in a participatory process validated by the target audience.

CHECK OUT
THE CAMPAIGN:

CONNECT WITH YOUR FUTURE



AUDIENCE

Young people between
15 y 30 years old



OBJECTIVE

To generate reflection in young people to make informed and safe decisions for their future.



AUDIOVISUAL CONCEPT

Connect with your future

It's a series of 3 videos that tell us young people's doubts about their future, and an inspirational video that tells us about how young people really are, their aspirations and goals. These videos promote the search for information on safe migration and local development alternatives.



STRATEGY

- The key message will be spread through communication materials for digital and mass media, along with community activities. These include the series "Connect with your future".
- The key message leads the audience to migrantinfo.iom.int/sv to seek information on local alternatives to irregular migration and requirements to migrate safely.
- If the main public prefers to receive information in person they can locate the nearest "Information Point".
- IOM, in partnership with the National Institute of Migration and its local partners, has trained the staff of the "Information Points" with validated information.

Do you want your company or organization to be part of the campaign?
Contact us at somoscolmena@iom.int